LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
(FSI)
Printed in U.S.A.
AD# (FSI) 105-C2 "LOTTO COMPUTER"-REQ# M-93340-Super Page (8" x 10 13/16") - 4/C
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PLAYERS LIGHTS 25's

Go ahead, press your luck!

Lotto Computer Special Offer!

Kings & 100's
Regular and Menthol

Now picking lotto numbers has never been easier or faster. Just press the big red Players Lights 25's button and your Lotto Personal Computer* will *randomly select* numbers for any state lottery or daily numbers game!

You're always in luck with Players Lights 25's—*50 EXTRA* per carton, 5 EXTRA per pack!

And now get the Players Lights 25's Lotto Computer for $25.00 or pay even less with carton *proofs of purchase.*

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result In Fetal Injury, Premature Birth, And Low Birth Weight.

*"Lotto Personal Computer" is a trademark of Lottronics, Ltd. 1986.

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PLAYERS LIGHTS 25's

Lotto Computer Special Offer!

TO ORDER: ☐ Send $25 check or money order payable to PLAYERS LIGHTS 25's LOTTO COMPUTER (no cash please) for each Lotto Computer ordered.

OR: ☐ **Special Carton Discount Offer:** Receive the Lotto Computer for less by sending in Players Lights 25's carton UPC codes. One UPC code = $2.50 savings. Limit 5 UPC codes per each computer ordered.

_____ × $2.50 = $_____
(# UPC Codes) (Special Discount)

# of Computers	Lotto Computer Price	Total Cost
	+ $25.00 each	= $
	Subtract Special Discount	(-$)
	Total Order	$

Send order form to:
Players Lights 25's Lotto Computer
P.O. Box 16057
Hauppauge, NY 11788-9962

Send Lotto Computer(s) to:

Name _____

Address _____

City _____

State _____ Zip _____

Please allow 6 to 8 weeks for delivery. By participating in this offer you certify that you are a smoker 21 years of age or older. Offer expires 8/31/87. Offer good while supply lasts.

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PLAYERS LIGHTS 25's

You're already in luck... Here's $1.00 off your next carton!

Kings & 100's
Regular and Menthol

Consumer: Limit one coupon per purchase. Not to be transferred, sold or reproduced. Any other use constitutes fraud. Limited to smokers 21 years of age or older. The coupon is not redeemable for cash or other consideration. Offer void where prohibited, taxed or restricted by law. Offer good only in U.S.A. Consumer pays any applicable sales tax.

Retailer: Philip Morris will reimburse you for the face value of this coupon plus 8¢ handling, provided you and the consumer have complied with the above terms and when submitted to Philip Morris U.S.A., P.O. Box 7500, Bellevue, WA 98009. Philip Morris will reimburse you for the face value of this coupon plus applicable sales tax provided proof of sufficient purchases of like products to cover the face value of all coupons redeemed is submitted upon request. Any other use constitutes fraud. Coupon is not redeemable for cash. Cash value 1/20¢. Redeem by mailing to Philip Morris U.S.A., P.O. Box 7500, Bellevue, WA 98009.

MANUFACTURER'S COUPON
EXPIRES: 12/31/87

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